



# Multichannel NEWS International

## 1999 Guide to Global Program Alliances of U.S.-Based Companies

American companies were busy over the last year expanding their holdings in the United States and other markets around the world. Numerous new digital channels came from companies such as ESPN and Viacom. Among those exhibiting the prolific growth in overseas channels are A&E Television Networks, Universal Studio Networks and E! Entertainment Television.

Despite economic turmoil in the Pacific Rim and Latin America, relatively few channels have fallen by the wayside — although there have been shifts of channels from one equity player to another. The Spice networks, for example, are now part of Playboy Entertainment and its partnership with Cisneros Television Group. And that trend will probably be more pronounced next year. Perhaps most significantly, CBS' assets will move under the umbrella of Viacom, if Viacom's agreement to buy the broadcaster is completed.

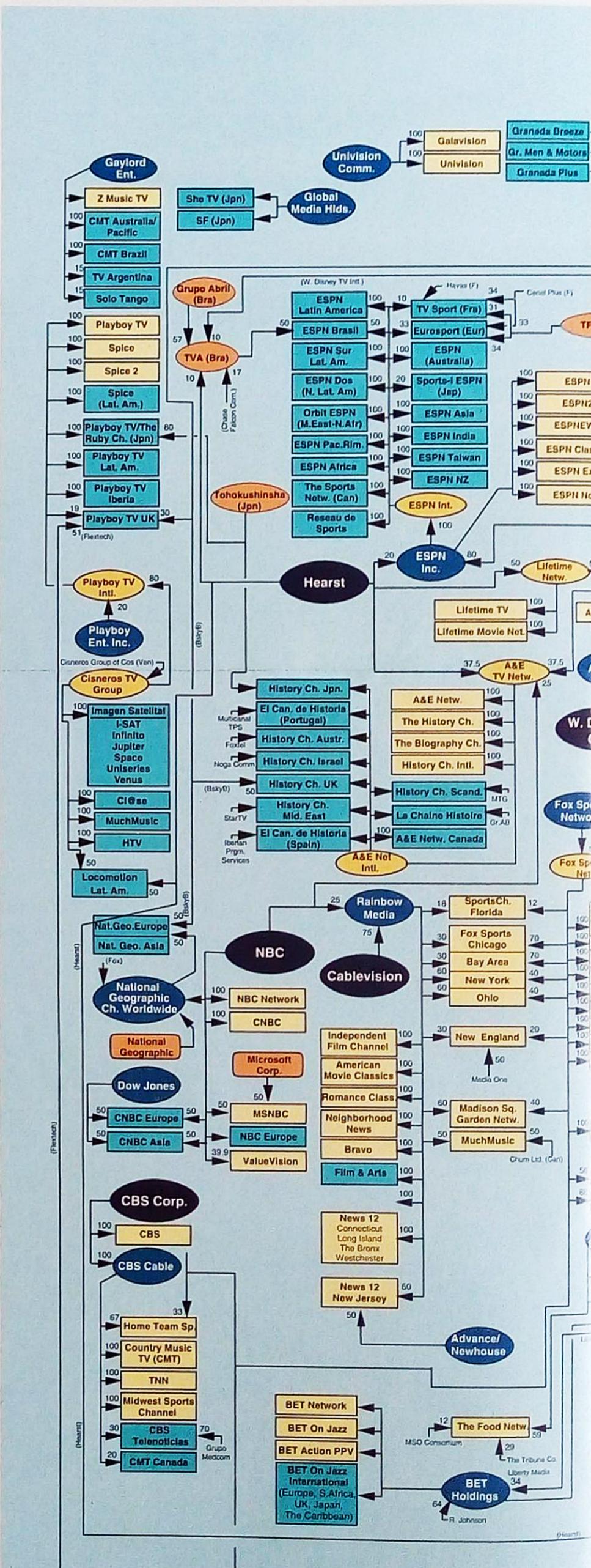
A tip of the hat to two people who had a huge hand in this chart: Leslie Goff, who provided the copious research, and Paolo Prestinari, who updated the graphics.

Everyone else  
follows.

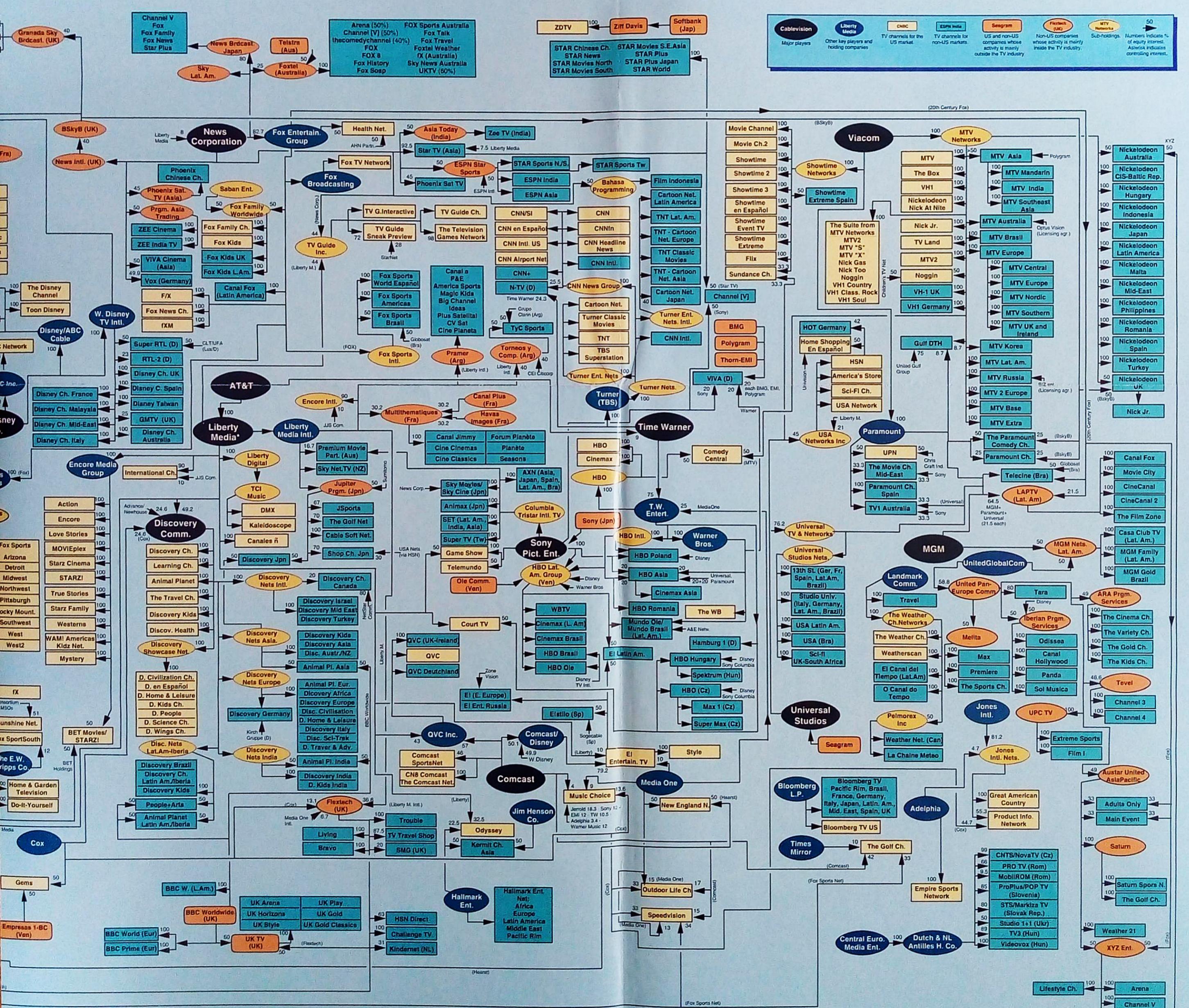


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Out there starts here.



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